

Print Advertising Rates

USA

Display Advertising (Gross)*

4-Color

	1X	3X	6X
Full Page (7" x 9.375")	\$7,800	\$7,410	\$7,020
2/3 Vertical/Horizontal (4.66" x 9.375") (7" x 6.25")	\$5,760	\$5,475	\$5,185
1/2 Page Vertical/Horizontal (3.5" x 9.375") (7" x 4.687")**	\$4,890	\$4,650	\$4,405
4/9 Page (4.66" x 6.25")	\$4,020	\$3,820	\$3,620
1/3 Vertical/Horizontal (2.33" x 9.375") (7" x 3.125")	\$3,150	\$2,995	\$2,840

Black & White

	1X	3X	6X
Full Page (7" x 9.375")	\$6,420	\$5,930	\$5,620
2/3 Vertical/Horizontal (4.66" x 9.375") (7" x 6.25")	\$5,040	\$4,788	\$4,540
4/9 Page (4.66" x 6.25")	\$3,300	\$3,140	\$2,970
1/3 Vertical/Horizontal (2.33" x 9.375") (7" x 3.125")	\$2,430	\$2,310	\$2,190

Specifications: See Page 2

Premium Cover Positions: Call for Rates and Availability

Special Sections and Promotions: Call for More Information

*15% Discount to Qualified Advertising Agencies

**One-Half Page Rate Applies Only to Special Sections

Listing (Net)

4-Color

	1X	3X	6X
1/9 (2.33" x 3.125") : 70 words*	\$995	\$895	\$795
2/9 (2.33" x 6.25") : 140 words*	\$1,595	\$1,495	\$1,395

Black & White (no frequency discounts)

1/9 (2.33" x 3.125") : 70 words*	\$695
2/9 (2.33" x 6.25") : 140 words*	\$1,295

*Plus contact information and graphic

Web Site Listing (Net)

Price: \$295

- Same Number of Words as Print Listing
- Contact Information
- Logo or Photo
- E-mail and Web Site Links

Translated Listing

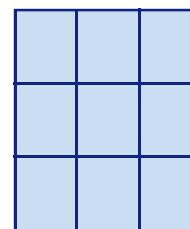
Price: \$195 per language

Call for Language Availability

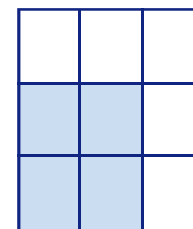
Advertising Production Services: \$495

Closing Deadline: 60 days prior to publication

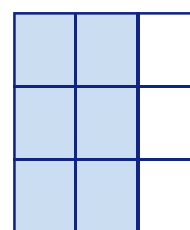
Materials Deadline: 45 days prior to publication



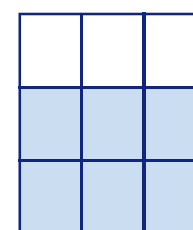
Full Page



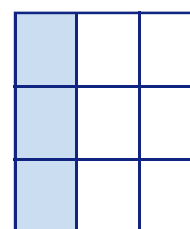
4/9



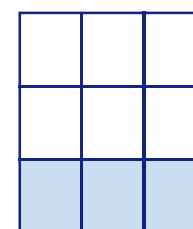
2/3 Vertical



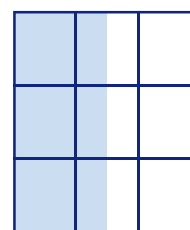
2/3 Horizontal



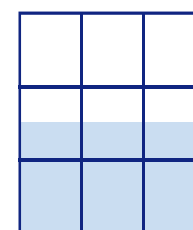
1/3 Vertical



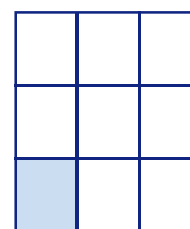
1/3 Horizontal



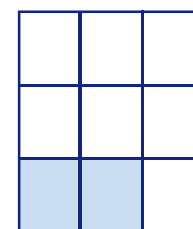
1/2 Vertical



1/2 Horizontal



1/9



2/9

Call Us About Online Listings

ThinkGlobal Incorporated • 3 Olive Street • Northampton, MA 01060
1-800-581-8533 • E-mail: cnews@thinkglobal.us • www.export.gov/cnusa



Commercial News

The Showcase for American-Made Products and Services

Digital Requirements and Specifications

USA

FTP Upload:

Files should be stuffed or zipped and uploaded to ftp.thinkglobal.com/incoming

CD-ROMs also may be sent to: ThinkGlobal, Production, 3 Olive Street, Northampton, MA 01060

Preferred File Formats:

TIFF or PDF

Acceptable File Formats:

Native Applications Files (MAC Platform) • Quark Xpress • PhotoShop • Illustrator

All images for 4C ads must be submitted as final, high-resolution (300dpi) CMYK files

Graphics Specifications:

1" x .75" or .75" x 1"

For larger graphic sizes, please contact us.

PLEASE NOTE:

- All Spread ads should be prepared as two single ad bleed pages. (See full page bleed dimensions below)
- All ads should include a proof of the ad and a printout of the contents of each disk supplied.
- Do NOT send JPEG or GIF files. Do NOT send files in RGB. All spot colors should be converted to CMYK.
- Ads created in Microsoft Word, Microsoft Publisher, Power Point or any other word processing program WILL NOT BE ACCEPTED.
- Any supplied film will be copy dot scanned at an additional cost to the advertiser.
- All ads submitted should be suitable to print as is. ThinkGlobal Incorporated is not responsible for any errors in content.
- If files are prepared improperly and mechanical requirements are not met, ThinkGlobal Incorporated will not guarantee the reproduction of the ad and additional production charges for the advertiser may result.
- No cancellations accepted after the closing date. Covers are non-cancelable.

ACCEPTABLE PROOFS:

Black and White Ads: Velox or Laser (2 sets)

Color Ads:

Cromalins, Match Prints, Press Proof, Kodak Approvals, CREO

Spectrum or Iris Digital Proofs for color guidance on press (2 Sets)

PLEASE NOTE:

- All supplied color guidance must meet all SWOP specifications with 5%, 25%, 50%, 75%, 95%, and 100% CMYK Control Patches
- Proofs must be provided at 100% size with cropmarks
- Color laser proofs are unacceptable for color guidance on press. If no proof or an unacceptable proof is supplied, the advertiser may ok color as is, or request a Approval Proof to be generated at an additional cost to the advertiser.

Media Labeling Requirements: Issue Date, Advertiser, Agency Name, Phone Number, Contact Person, List of Contents, and Ad Name/Number

Photographs and Logos:

Photographs submitted for listings must be supplied as .tiff files. Logos must be supplied as Illustrator EPS files

Trim Size:

8" x 10 1/2" Allow 1/8 inch margin for bleeds.

Live Area:

7 3/4" x 9 3/4".

Call Us About Online Listings

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1-800-581-8533 • E-mail: cnews@thinkglobal.us • www.export.gov/cnusa